

NORMAL
LIMITED EDITION

Nº9

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WOMENS SEEN BY THE WOMENS

Ellen von Unwerth

Evelyn Bencicova • Jamie Nelson • Karen Collins • Sylvie Blum
Laurie-Lou • Isabelle Chapuis • Miss Aniela • Vivienne Mok • Juliette Jourdain
Stefanie Renoma • Romy Treebusch • Laura Gwenaëlle Berson • Tatiana Gerusova

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FOREWORD

WOMENS SEEN BY WOMENS

Is female nude photography for the sole pleasure of man? Does not he become a bit voyeur when he flips through this magazine where the biggest names in photography are exposed?

It is time to denounce this received idea. The female nude is not the preserve of the male world. The women photographers have seized this art. Are they different in how they treat it?


This issue is entirely devoted to them and offers the reader a range of their originality: suggested sensuality, elegance, refinement, grace. But they also know how to play on other registers, eroticism and sometimes even some violence in the game of raw lights and decors without artifice. A woman's look on the woman.

Philippe Guédon & Guillaume Rogez



PART I

Pursuit of the Women

A circular architectural opening, possibly a porthole or a decorative archway, frames a view into a room. Inside the room, a dark-colored sofa is visible, and a white door with glass panels is open, letting in light. The room has a carpeted floor and a window with curtains in the background.

KAREN COLLINS

The scenography of absence





In Karen Collins' universe, beauty is a cold, almost icy mistress, a beauty absorbed in the painting in which she evolves, astray, absent but paradoxically at the very core of the room and of the staged scene. The scenography is meticulously studied, methodically framed. The characters are on the edge of the abyss, already in oblivion. Facing this setting, without artifice, the viewer experiences a feeling of emptiness, admiring at the same time the great beauty of the staging as well as its purity. The feminine fragility is sublimed by cinematic lights. These women, enigmatic and mysterious, seem to have Hitchcock looks, a tribute to the Hollywood golden age, influenced by airport novel, American classicism, sordid crime novel, Erwin Olaf feminized or David Drebin denatured.

Karen Collins was born in Michigan and came to France to study French literature at the University of Aix en Provence. In the early 2000s, she moves to New York and finds her path in fashion photography. Her collaboration with prestigious houses and famous magazines has allowed her to realize many commissions and to give herself a name in the world of photography. Meanwhile, as a logical continuity of her universe, she makes fashion and art short-films.

“
My photographic approach is to
show how, in a city of ten million
people, people live in
complete solitude

Weegee

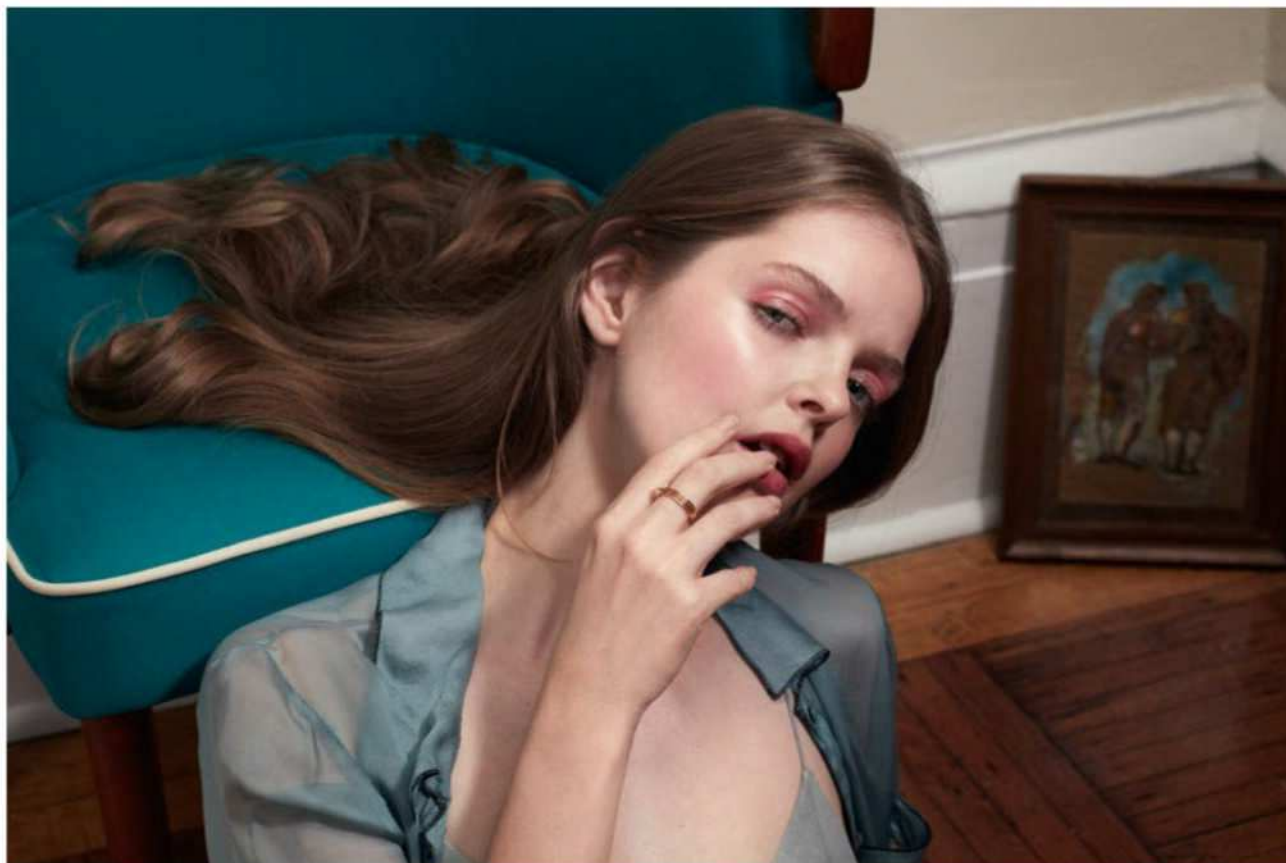


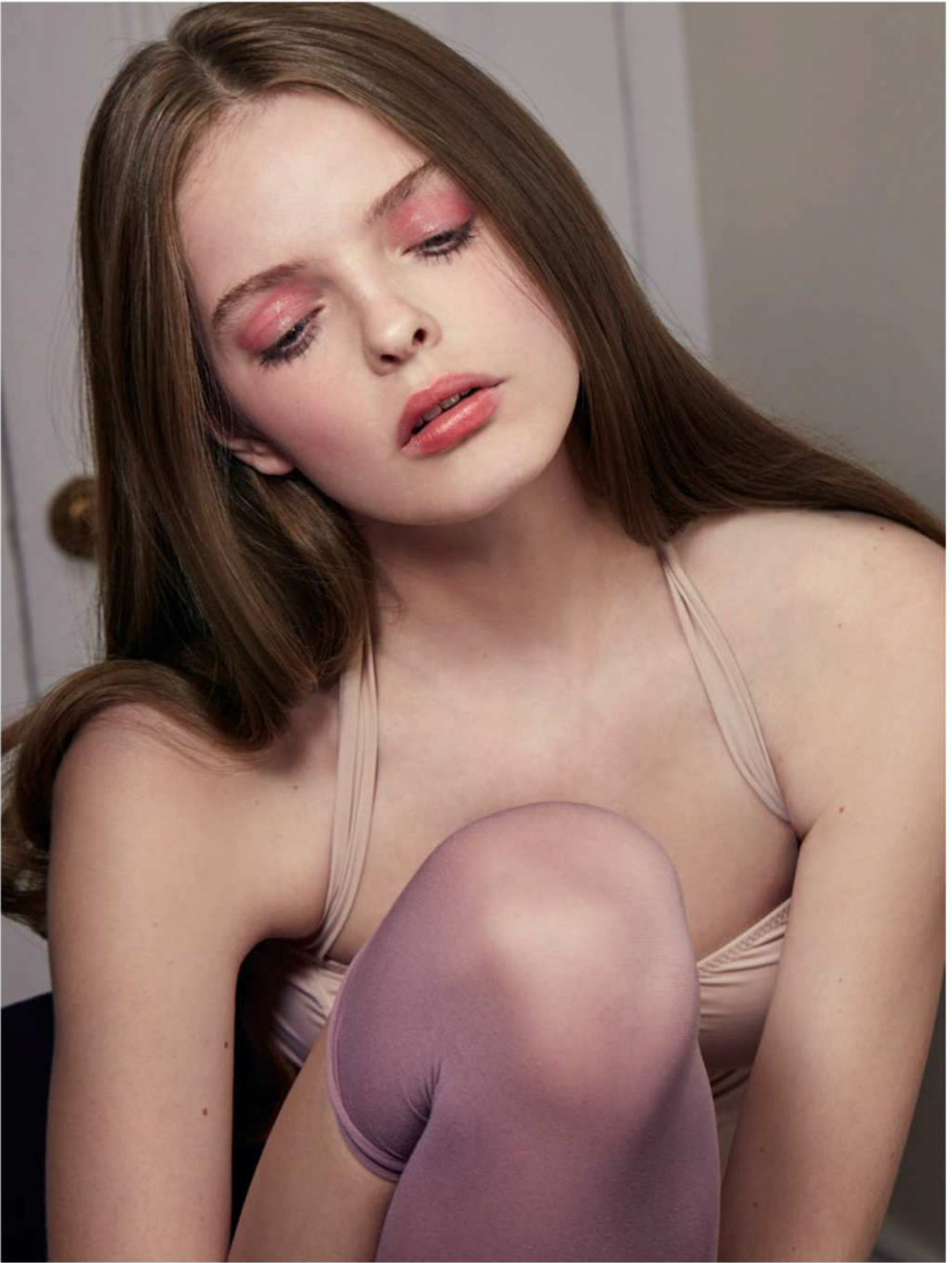








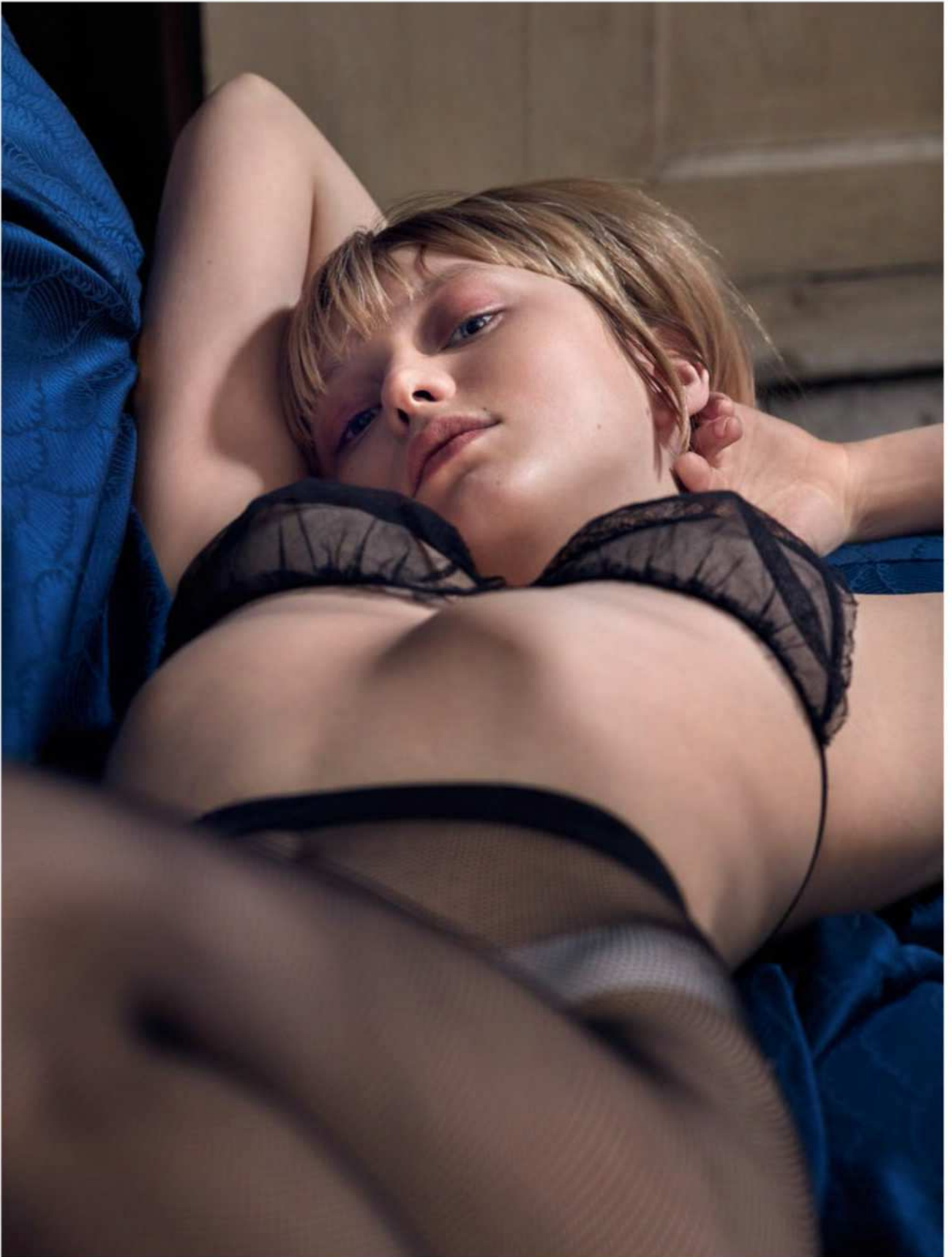


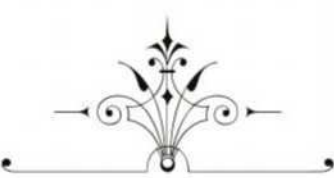













JAMIE NELSON



Pop, coloured, displaced, provocative are some of the many qualifying adjectives used to describe Jamie Nelson's work. A touch of femininity, a dash of some London influence from the 60s and a great deal of originality can give you an overview of the covers created by Jamie Nelson for the greatest fashion and beauty magazines: Glamour, Elle, or Vogue. American born in a small city in Texas, Jamie grew up in Colorado and then in California where she studied photography at the Brooks Institute. She now lives in the greatest cities of America and travels around the world for her work: a fashion and beauty photographer, especially feminine beauties. Jamie Nelson's pictures can be recognized by their singularity but also by the accumulation of cultural references. Throughout the magazines covers, the celebrities series, the collaborations with great beauty brands such as Benefit Cosmetics, Make Up For Ever, or Urban Decay, Wilson's photographs perfectly fit in the universe she created for herself and which gives her today

an artistic identity, a mix of novelty, modernity, cultural stereotypes and artistic references... Even in her most commercial work, the brands' criteria give space to Jamie Nelson's world. A universe composed of vivid, primary, bright colours, subliming the woman's beauty surrounded by artifice. Her photographs seem in turns: timeless and dated as if the photographs from the old days had been brought up to date. A new burlesque story is invented for every advertising. Jamie Nelson also has many celebrities' portraits to her credit, mostly female celebrities, Lily Allen, Gwen Stefani, Leslie Bibb... So many modern and bubbly artists from whom Jamie Nelson was able to capture the soul throughout staging set ups, giving light to their rich personality. The American photographer also participates in exhibitions, mainly in some art museums in New York, amongst others. Throughout her photographs, she offers to the viewer a fashion modern world which she has conceived and refashioned.









Women have a different
sensibility of the flesh.

Helmut Newton











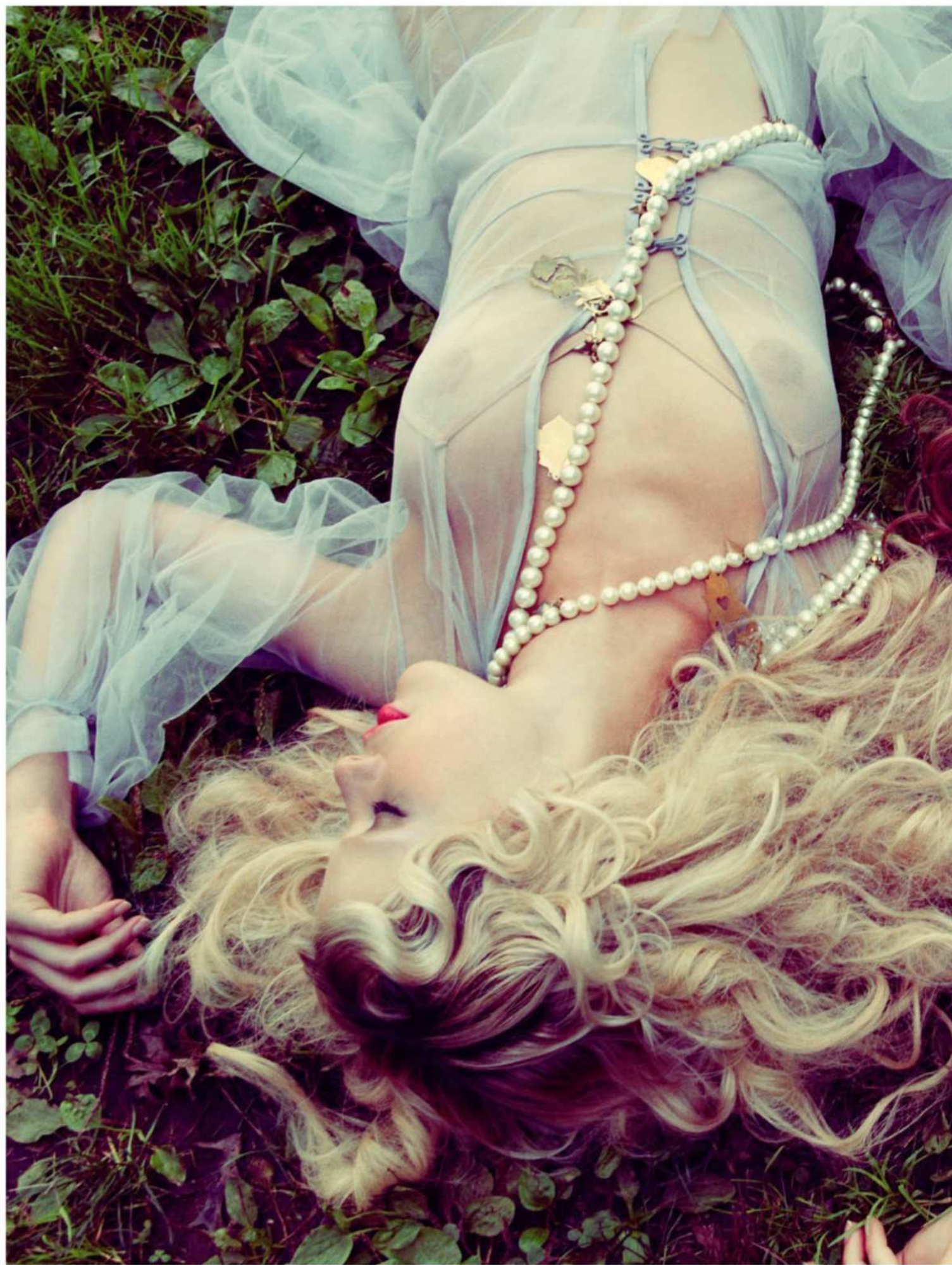






VIOLENCE OF WOMEN IS IN HIS CHARMS.

Jean-Jacques Rousseau







MISS ANIELA

WHEN SURREALISM INSPIRES FASHION







Portrait

MISS ANIELA

Natalie Lennard 'Miss Aniela' is a UK-based photographer of art, advertising, and #SurrealFashion. Mixing art and fashion, she creates a fine balance of contemporary creativity, working closely with producer & partner Matthew Lennard on production of commercial assignments, fine-art projects, and photography events.

Her work centres on a fusion of traditional imagery and digitally enhanced motifs, interweaving in a surreal composition. Natalie's work has been exhibited by the Saatchi Gallery, Photo Vogue Milan, Prins Eugens Waldermarsudde Museum in Stockholm and the Houses of Parliament. Her work has been featured by BBC, El Pais, Plastik Magazine, Yahoo and NY Arts.

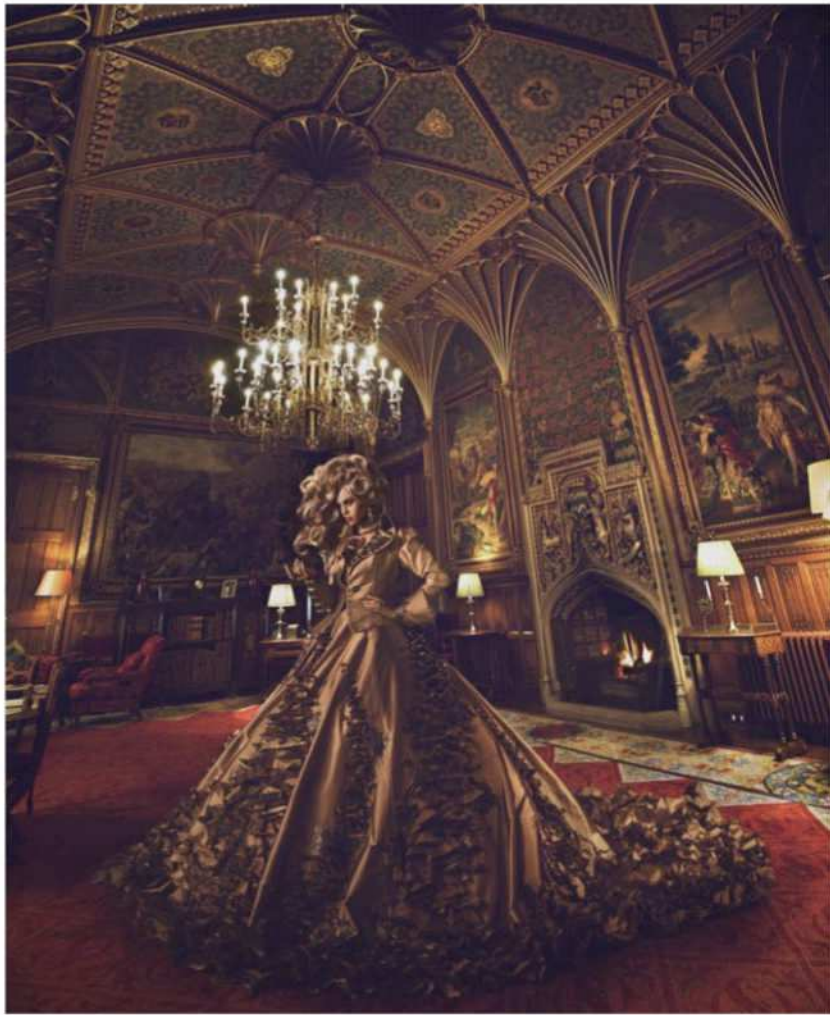


















The beauty that the most
prestige surrounds is that
which radiates the face of
the woman. What is there in
this brilliancy, in this polish
and in those contours of
the flesh which forces to
admiration and lights up the
most ardent passion ? There
is a soul, a soul that animates
these features with a mute
eloquence, and goes straight
to the heart to bring sweet
emotions to it or to ignite it
with a lively flame.

Louis-Auguste Martin
Moral Spirit of the 19th Century (1855)

PART II

Never without them

ELLEN — VON — UNWERTH



“ Sometimes it is good to shock or rush the viewer. You must not always be vigilant. It's always good to disturb a little !









The unanimous admiration we give her nowadays isn't overrated. The triumph of the picture shows of a unique and instinctive photographic writing. Here, the light is powerful and the colour bright. Ellen von Unwerth knows how to associate photographic talent and sense of humour, sometimes openly provocative, manipulating the world of fantasy and desires, making the image of the sexy and naive woman a common place. Such as the music of Beethoven, strength is playing with sensuality, with all romanticism. Combining the denuded woman with a voluntarily soft sense of humour, the artist doesn't compromise, there isn't any fragility or any subtlety but only strength. Desire then appears with violence until it leads to concupiscence. Ellen is powerful because she is determined, she doesn't let herself being distracted by anything obscure or complex, she isn't looking for a tormented balance.

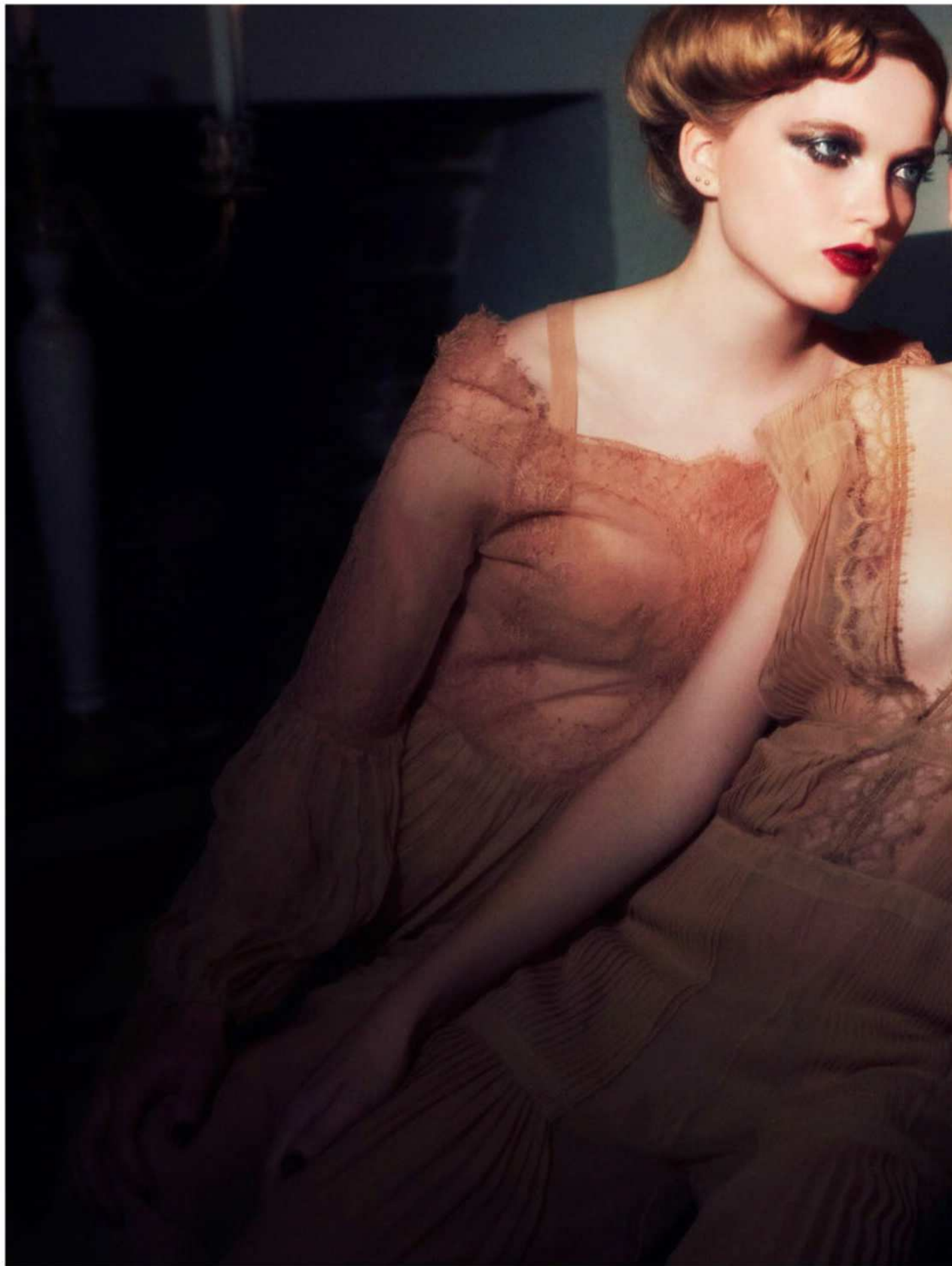
The force of attraction of the artist lies for a great deal in her virtuosity: her mastery of technique and her knowledge of femininity give her a power of infatuation unequalled compared to the classical photographers, from whom she stands out with her personal reflexion on the way she perceives things and

experiments her own point of view.

Her imagery merges into the colours of the world until they project the viewer, a passive witness, into burlesque and comic scenes.

A collection of women adds to this inventory of paintings. This is what it is all about, Ellen's pictures are an ode to femininity. Women, models, often big-screen celebrities, top models or professional models sometimes allude to great cosmopolitan missus, a wink to Helmut Newton, sometimes to stereotyped characters from cartoons or movies.

Ellen started at the Roncalli circus before she became a model and gradually stepped behind the camera. She discovered her passion for photography in Paris after ten years as a model. Familiar with the fashion world, she then works for the greatest fashion magazines. She makes many shots of feminine celebrities and glamorous icons such as Claudia Schiffer (the shot which will launch her career), Vanessa Paradis or Dianna Agron. Her pictures are used for legendary fashion covers and her collaborations with great brands are countless. Even if she often works with the same partners, the stories she writes all have a proper identity.



























EVELYN BENCICOVA

“

PHOTOGRAPHY IS FOR ME THE WAY
TO ASK QUESTIONS RATHER THAN
TO GIVE THE ANSWERS.







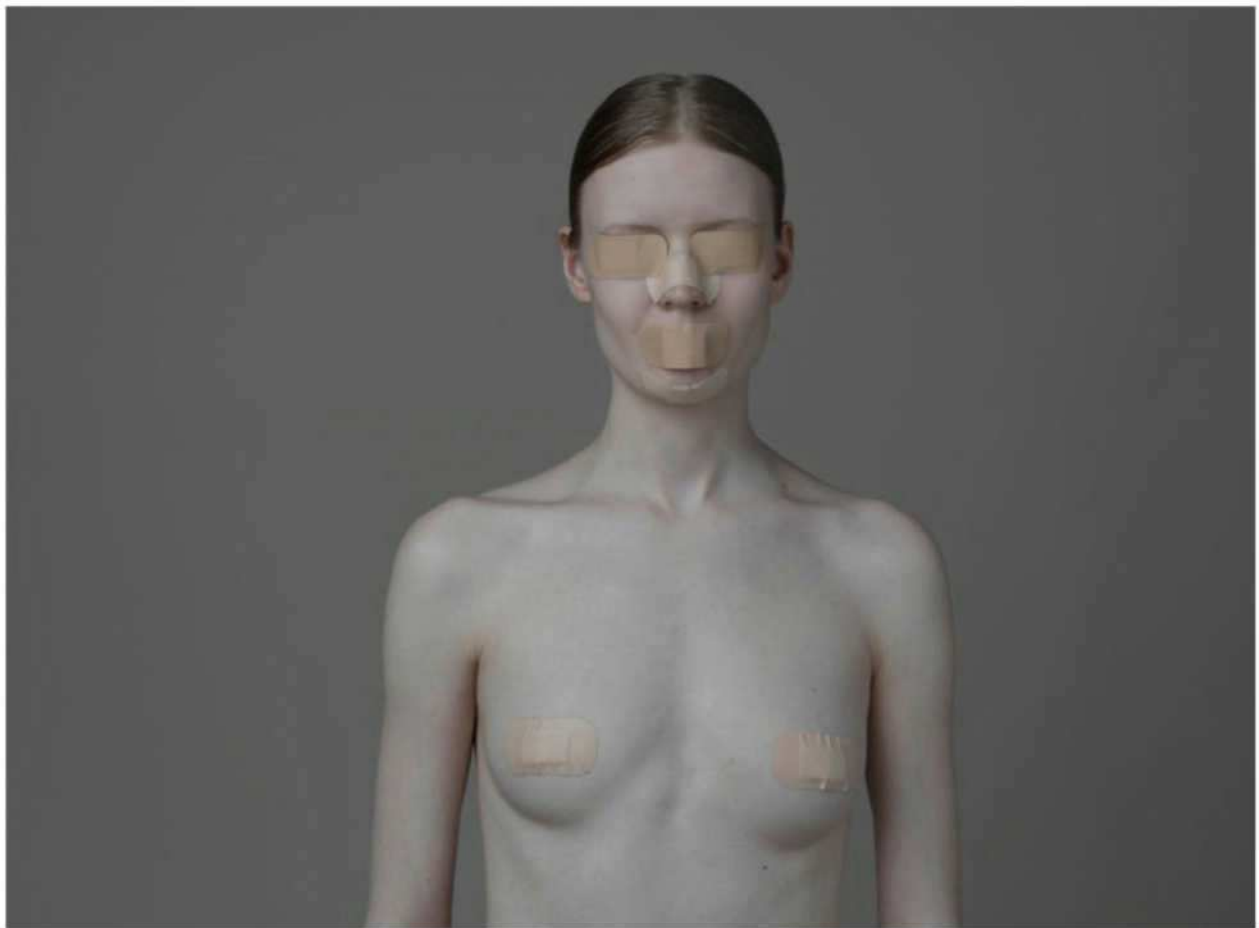


Evelyn Bencicova is a visual creative focussing mainly on the medium of photography and art direction. Born 1992 in Bratislava, Slovakia Evelyn studied fine art and new media at University of Applied Arts in Vienna. Today combining her academic research with interest in contemporary visual culture, Evelyn's work is unmistakable for her signature timelessness and individual aesthetic.

Whilst combining a variety of genres and techniques, Evelyn's practice revolves around the point at which the artistic and the commercial merge, and the conceptual meets the visual. Her international client repertoire spans fashion and luxury brands such as Gucci, Cartier and Nehera, as well as cultural institutions such as Berghain, Kunsthalle Basel, the Slovak National Theatre and Ballet and Museumsquartier Vienna.

Evelyn's commercial and artistic work featured in the likes of Vogue Korea, Self-Service, The Gentlewoman, ELLE and Dazed & Confused, as well as online platforms, international photography books and exhibitions across Europe, from London and Paris via Berlin, Amsterdam and Bratislava.

In 2016, Evelyn won the prestigious Hasselblad Masters and Broncolor GenNext awards. Film "Asymptote" (2016), co-created with Adam Csoka Keller, was awarded at Fashion Film Festival Milano 2017, and was featured at SHOWstudio Fashion Film Awards, the Austrian American Short Film Festival and Diane Pernet's ASVOFF.

















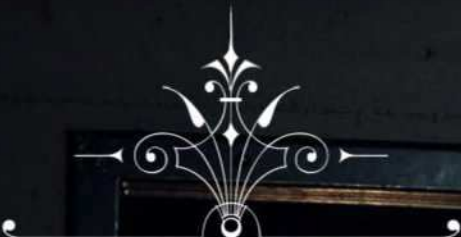













ROMY TREEBUSCH

























PART III

Femininity revealed

TATIANA GERUSOVA



















LAURIE-LOU



• *By her own self* •

«The essence of my work lies in the brutality of my own realities, whether honourable or defamatory. Some of my near relatives see purity in my pictures, a magical moment captured in the eyes of another being which I immortalize. This flaw pulled out from my models, their intimacy, then becomes a sort of offering with a disarming and insolent sincerity. It is a costly exercise, my exposed nudity instructed by some other flesh, lived by other bodies. There is one unquestionable axis, that of the beauty I try to intensify, this aesthetic research, as if to erect a splendour screen, in a desperate attempt of prudishness, where I hide my own exhibitionism, this visceral and selfish need, probably therapeutic, to tell about myself, to learn about myself and maybe to admit myself even within my most shameful side. I turn my life into an abrupt poetry.

Nothing is more precious to me than reality and the absence of lie. In this job that is mine, as a fashion photographer, cross-dressing and the creation of a new fantasy, the negation of the artist at the service of a message which isn't familiar to him or her, are often the keywords of a work duly done. When the bodies are offered, when the beings become fragile or freed from all superficiality, when the skin gets uncovered to better unveil itself, it is easier to extract the scars which will struck a chord with me. I hear the sirens sleeping, buried, in each of my models. The nude then becomes the ideal tool in order to sound out the souls more easily. Barriers fall and it is possible for me to enter into symbiosis with the other and the capture what is uncatchable.»

Johanna Feldmeier • *Model (Marilyn agency Paris)*
Benjamin Mignot • *Hair*
Charlotte Msellati • *Stylism*
Alexiane Guyon • *Mua*









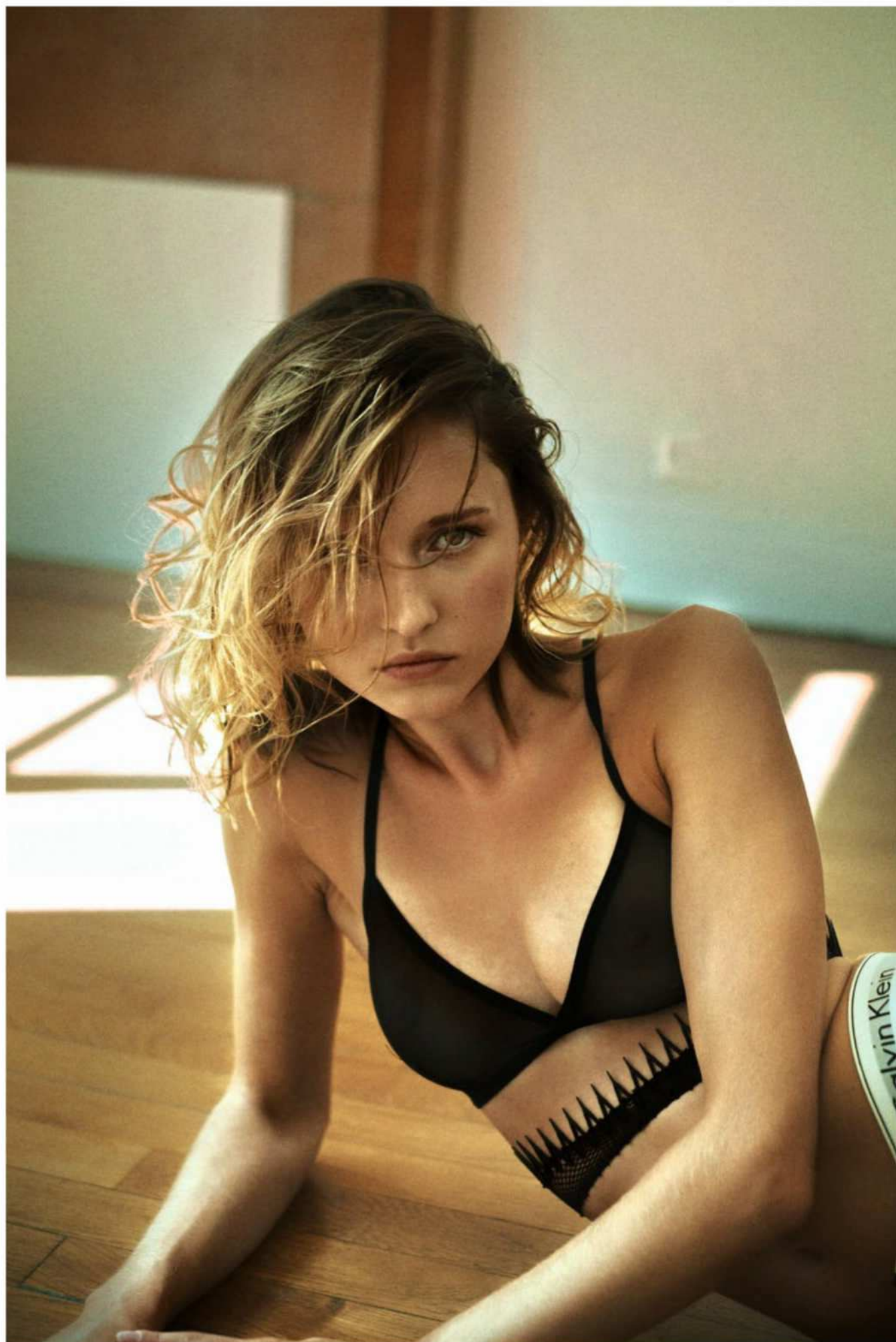


IT IS NOT
MORE INTIMATE
JOURNAL
THAT I
REVEAL IN MY
PHOTOGRAPHY.















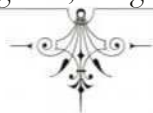






JULIETTE JOURDAIN

Imagined, imaginary



Protean insects, geometrical and rigid makeup, absolutely incongruous poses... Don't you get mistaken, this is a welcome to the world of Juliette Jourdain, emerging French photographer. Born in 1991, this young artist, recently graduated from EFET School of Photography, has tried many art subjects: painting, sculpture, collage in order to shape her art. Eclectic and varied artwork, quite noticeable in the photographic panel of the artist essentially composed of portraits and self-portraits.

Getting inspired by the cinema, fashion and painting, Juliette Jourdain denounces in her shots the fashion codes. In her portraits, the setting seems taken from a decadent imaginary world. In her self-portraits series, each shot offers a different world, in turns dark, ironic, or out of time.

So many differences forming a heterogeneous whole. Mixing elegance and eccentricity, her photographs offer a ticket to an imagined and imaginary world full of glitters, improbable haircuts and bewildering settings. An invitation to cross through the mirror and to enter in Wonderland.











*CEUX QUI
RÊVENT
ÉVEILLÉS ONT
CONSCIENCE
DE MILLE
CHOSSES QUI
ÉCHAPPENT
À CEUX QUI
NE RÊVENT
QU'ENDORMIS.*

EDGAR ALLAN POE









**STEFANIE
RENOMA**



Dangerous game

AD : Raphael Say
Models F : Audrey Bouette,
Stephanie Grasset, Tatiana Platon @Mademoiselle
Models H : Benoit Buisset & Amaury Thimonier
Make up and hair : Adélie Balez & Yvette from @Bagency
Stylist : Gwendoline Franco

Driving me crazy

AD : Raphael Say
Models : Alexandrina Turcan, Zélie Allemoz,
Charlotte Albert, Giovanni Bonamy
Make up : Adélie Balez @Bagency, Maeva Corée
Hair : Alexis Parente @Bagency











Panty & tights Calzedonia, Glasses CHLOÉ, Pants RENOMA

*SUSPENSE IS
LIKE A WOMAN.
THE MORE
LEFT TO THE
IMAGINATION,
THE MORE THE
EXCITEMENT*























VIVIENNE MOK

FEMININITY, A PARADOX OF GENTLENESS



As a great romantic, Vivienne Mok is looking to play around with the «ultra romantic» plays, as she tends to remind us. Vintage elements, muslin or tulle dresses, lingerie inspired from another time, transparency games, creating a vaporous and delicate atmosphere. Crafted in a rather classic way, her photographs are from out of time, immaterial. Behind a translucent veil, a young woman, pure, ethereal, or rather a young girl is staged in natural settings made of rivers, flowers and majestic animals such as swans. Nudity is perceived more as a natural and fragile state than as a sexualization of the model. The nude woman, here, is in communion with nature, with the elements and with her own body envelope, all transparency and elegance. Passionate about drawing and painting, Vivienne Mok is a young American artist, educated in China and in France. After some studies at the Parsons School of Design in New-York, she settles in Paris where she studies fashion design and modeling. At the end of her studies, she joins a designer house in Paris as a fashion designer and evolves in a photographic world.

There too, her romantic influence can be seen in the sewing works she creates: dresses or else, an influence we will find again later in her shots. She practices the subject by taking pictures of landscapes, fashion shows or simple scenes from life. Photography slowly taking on her professional career, she rapidly decides to make it her job. Straight away, her shots show her romantic influences, veils, flowers, pastel..A whole world.

At the beginning, she wished she would take pictures of models wearing her own artwork in an evocative setting. However, because of the sessions rhythm inherent to the discovery of her passion, she couldn't make any new creations. It thus became obvious for Vivienne to turn to the artistic Nude, a rather new subject for her.

“

I HOPE THE SPECTATOR
WILL REMEMBER
EMOTIONS. THEY ARE
THEY TELLING STORIES













*PHOTOGRAPHY IS FOR ME
A FORM OF EXPRESSION,
THROUGH MY IMAGES I CAN
EXPRESS MY CONSTANT
SEARCH FOR BEAUTY, AND IN
PARTICULAR TO REPRESENT
THE NATURAL BEAUTY OF
WOMEN. I ALSO LIKE THE
NARRATIVE SIDE OF THE
PHOTO: I WOULD LIKE MY
IMAGES TO BE ABLE TO
GENTLY EVOKE A STORY,
TO PROVOKE FEELINGS, TO
DRAW THE SPECTATOR INTO
ANOTHER WORLD AND TO BE
ABLE TO DREAM A LITTLE ...*







SYLVIE BLUM



Sylvie Blum was born in 1967 in Taxenbach, Austria, later moving to Germany. She embarked on a career travelling the globe as a model in the worlds of art and fashion.

In her world travels, she met the erotic photographer Guenter Blum in 1991, becoming his model, then his muse before they married in 1995. At his side she learned the techniques of photography, composition and light.

From a young age she felt drawn to art, developing interests in fashion, architecture, design, pop art, music, film making, and especially photography, which would become the passion of her life. She worked with some of the giants of photography; Helmut Newton, Jean-Loup Sieff, and Jan Saudek. On the death of Guenter in 1997, Sylvie moved into an old factory that she used as a photo studio. She found fame, building a name for herself with several artistic publications then moved to California.

She now lives and works in Los Angeles in her studio The White Box. Her book *Naked Beauty* was published by teNeues and distributed worldwide. In 2012, she launched a show with the iconic photographer Herb Ritts at the Fahey Klein Gallery in Los Angeles.



*ALL ART IS A VISION
PENETRATING
THE ILLUSIONS
OF REALITY, AND
PHOTOGRAPHY
IS ONE FORM OF
THIS VISION AND
REVELATION.*

ANSEL ADAMS





ISABELLE CHAPUIS



Cotton, smoke, powder, frost, cotton candy, vegetable... so many materials reinterpreted by the artist Isabelle Chapuis in her photographic work. Constantly searching for organic metamorphosis, Isabelle makes emotion the driving force of her creative approach and places the human being at the core of her work. After a masters in Graphic Designs at the ESAG-Penninghen School of Artistic Direction and Interior Design, Isabelle has spent a few years abroad where she got inspired by other realities. Back in Paris, she wins two prizes which will make her known to the public: the Picto Prize in 2010 and the Bourse du Talent (Talent Grant) in 2012. Her work is regularly exhibited in art galleries and institutions, especially at the French National Library, at the Perfume Museum and at the Bettina Gallery in Paris...









Nikonth 100 anniversary

We no longer need to introduce Nikon, the yellow brand, iconic actor of photography, and nowadays, one of the cult brands, the most famous and widely used in the world.

At the cutting edge of innovation and technology, Nikon offers a constant renewal of its products used by the greatest fashion photographers of the world, such as Peter Lindberg, Miss Aniela, Kristian Schuller or even Hervé Lewis, artists often put in the spotlight on the pages of *Normal* magazine. The main purpose of the brand is to respond the most faithfully as possible to its users. And it works, since Nikon is part of the most attractive brands. Nikon cameras are used by everyone, young talents,

photo-shoots professionals, photography aficionados wishing to capture each moment of everyday life, even history figures such as David Douglas Duncan, NASA or Captain Cousteau. In 1917, a hundred years ago, the merging of Tokyo Keiki Seisaku Sho, Iwaki Glass Manufacturing and Fujii Lens Seizo Sho give birth to the Nippon Kogaku K. K company for the production of microscopes, binoculars, telescopes and other lens for a military use. The mastery of light and optic, preciseness are already at the

core of the activity. The company manufactures its first Nikon 1 camera in 1948. For the Japanese brand which since then will be named Nikon, it is the beginning of a new era! In the 50s, with the development of photojournalism, numerous reporters travel abroad in order to show the reality of the world. Looking for handy cameras, efficient and less pricey, they turn to Nikon products, already famous for producing exceptional quality pictures. Nikon is constantly innovating and is expanding its range of reflex cameras and lens and is always offering new functionalities at the service of all those who are passionate about photography.

For its 100th anniversary, Nikon is launching a special product range anniversary edition including two digital flagship reflex, the D500 and the D5. In parallel, to continue serving fashion photography and professional photographers, the brand has just launched a new great camera: the D850, worthy successor

to the D810, widely elected for its high definition and its dynamics. The D850 offers an exceptional definition and speed, which only a Nikon of this stature, combined with Nikkor lens, can offer. It will be a wonderful tool for professional photographers and fans.



© Little Shao



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© Dmitry Roulland



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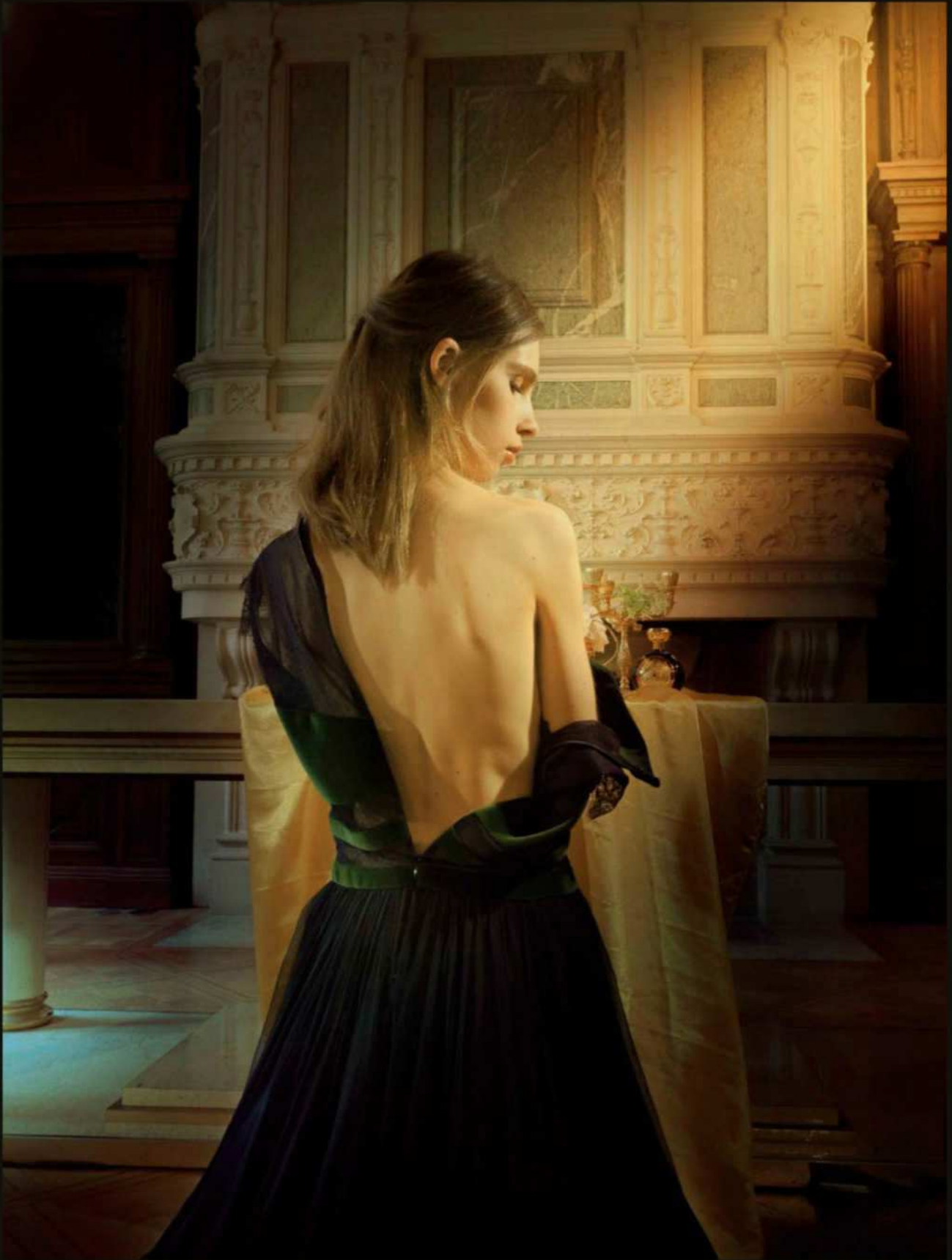
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Room with a View



Artist : Aneta Kowalczyk & Kacper Lipinski
Model : Ludwika (United for Models)

In our wish to interact with the reader, we are open to any editorial content, whether photographers, models, creative or designers. We support ideas, projects articulated around three themes : art, fashion and nude. We want that all, inspired amateurs, passionate and professionals can access this window, open for you, in the name of art. Do not hesitate to send us your best shots or your books at this address : redaction@incarnatio.fr



| Artist : Wendy Sama
| Model : Styfen Leveux



Artist : Delphine Cencig
Model : Sokhna Niang



| *Artist : Maria Plubi*



Artist : Kateryna Shevchenko



Artist : Laura Bonnefous



| Artist : Sylph Sia



Artist : **Julia SH**
Model : Angelina Duplisea



NORMAL Magazine
Incarnatio Editions
22 rue Vicq d'Azir, 75010 PARIS
Contact : redaction@incarnatio.fr
www.normal-magazine.com



Chief Editor :
Philippe Guédon
philippe@incarnatio.fr



Art Director :
Guillaume Rogez
guillaume@incarnatio.fr

Sales & Marketing Director :
Sissi Senuchki
sissi@incarnatio.fr

Press Relations :
David Alexandre
david@incarnatio.fr

Chief of Rubric :
Paul Luro

Correction :
Rozenn Etienne

Drafting committee :
Déborah Mattana
Eléonore Schnur
Clément Marion
Adrien Liobet
Alexander Johansson

Translation :
Sarah Nathan

Broadcasters :
Pollen Diffusion

Distribution, diffusion :
Agence KD / Eric Namont



*Models : Beladona & Karla Rodrigues Pires / Make Up : Anaïs Frezet
Photographie : Nlakantha / La rédaction aux Invalides*



September
2017

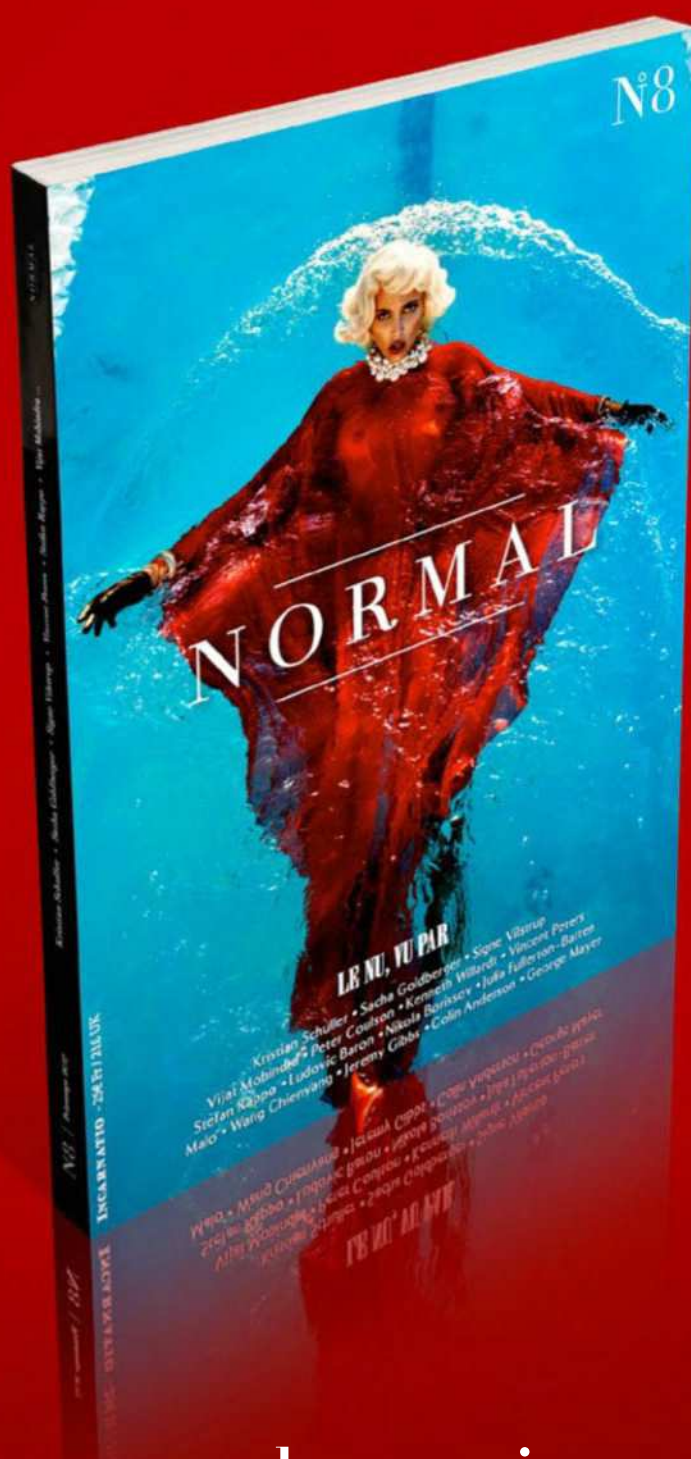
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INCARNATIO / SAS
ISSN number 2272-0596

INCARNATIO S.A.S. social capital of 100,00
Printed in Lithuania
ISSN 22-72-0596

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www.normal-magazine.com